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## *what others have done*



Here are just a few examples of what farmers and others can do to develop commercial recreation projects on their lands:

■ In Pennsylvania, a study of 22 commercial shooting preserves revealed an average net yearly income of \$7,689. This was the annual return to the operator for his land, labor, management, and capital—after all costs of operation were paid. Those who spent full time operating their shooting preserve averaged \$10,471; those who also farmed part time averaged \$16,982 with 42% of their receipts from farming; while nonfarmers averaged \$3,760 annual net income. ■ In Alabama, the average value of fish harvested from small farm fish ponds was estimated at \$75 per acre per year, with the usual charge being \$1.00 per day per person. In Wisconsin a farmer who charged fishermen 12c an inch for trout they caught in his pond reported a gross income of \$10,000 per acre. ■ The "average" vacation farm in the North Atlantic region took in about \$3,000 extra income per year for summer tourist accommodations. With some, the gross was well over \$10,000. The average was 11 guests—two or three families at a time—for a period of 3 months. In good hunting or winter-sports areas, some vacation farms take guests during fall and winter months and are often filled on "off-season" weekends. Farmers and ranchers all over the United States have developed thousands of money-making recreational enterprises. Hundreds of new ones are started each year. The rate of new development is sure to increase.

# *how extension can help*

Extension workers can facilitate the sound growth and development of income-producing recreation enterprises. Here are some of the things they can do:

1. Help farmers and other landowners understand the prospects for, and requirements of, successful, income-producing recreational enterprises.
2. Help identify and evaluate resources that could be developed.
3. Help determine the economic feasibility or potential of specific recreational developments.
4. Work with other organizations and agencies to help farmers or other landowners develop recreational enterprises.
5. Supply information—or conduct training—on facilities and operation, business and managerial requirements of recreational enterprises.
6. Refer inquiries to proper sources for legal, financial, technical, and other related assistance.
7. Work with community or area groups interested in developing or operating tourist or recreational projects.
8. Help to relate recreational developments to other development activities in the area, thus fostering substantial, planned economic and social growth.

The specific types of assistance available will vary. But as an educational arm of the U.S. Department of Agriculture, the State Land-Grant College or University and the county government, Extension workers can help develop sound and wholesome outdoor recreation.



## *other advice and assistance*

Various agencies of the U.S. Department of Agriculture can give technical or financial assistance to people interested in income-producing recreational enterprises.

**SOIL CONSERVATION SERVICE:** Advises on suitability of land and water resources for recreational uses; provides technical assistance for making land-use adjustments and establishing conservation practices needed for recreational enterprise development and operation; provides technical services and administers Federal cost-sharing of recreational developments in small watershed projects.

**AGRICULTURAL STABILIZATION AND CONSERVATION SERVICE:** In all agricultural counties, ASCS provides cost-sharing assistance for needed soil, water, woodland, and wildlife conservation practices. In designated counties, ASCS provides financial assistance under long-term agreements to individuals or groups who convert cropland to grass, trees, wildlife habitat, and income-producing recreation.

**FARMERS HOME ADMINISTRATION:** Provides credit and technical management assistance to farm families and associations (who can't get credit elsewhere on reasonable terms) for developing and expanding recreational enterprises.

**FOREST SERVICE:** Provides technical guidance in planning and determining feasibility of forest-related recreational enterprises.

Other Federal agencies can help. Technical information can be secured from the Bureau of Outdoor Recreation and the Bureau of Sport Fisheries and Wildlife of the U.S. Department of Interior. Sources of technical assistance or credit are: the Area Redevelopment Administration (U.S. Department of Commerce) and the Small Business Administration.

Many State agencies also give information or technical assistance. These include commissions or departments of Conservation, Forestry, Parks, Health, Tourist and Travel, Highway, Planning and Development, and Fish and Game. There are many private sources of help, including consultants, contractors, chambers of commerce, credit sources, and associations of operators of recreational enterprises.

Research studies, educational materials and additional services are becoming more available as the various agencies expand their programs in recreational resource development. It will be important to know what these agencies can do to help.



## Recreation is a salable farm and ranch product.

Providing rural vacations, fishing, hunting, and outdoor fun is already an established farm business in some areas. In other areas, it's still a new idea. But, almost everywhere it promises to grow at a fast pace in the years ahead. Here are some reasons why:

- Urban population is zooming
- Income per family is rising
- Leisure time and paid vacations are increasing
- People get around more
- Public recreation facilities are limited—and sometimes—remote.

City folks want relief from the stress and tensions of urban life. Many like healthful, outdoor types of recreation. And most of the new opportunities will, of necessity, be on private lands.

Farmers and other landowners can take advantage of this fast-growing market by developing tourist and recreational facilities on their land. "Play-for-pay" can mean extra income for farmers and rural communities.

In addition, the development of income-producing recreation enterprises on farms and ranches can help to:

- Provide wholesome vacations for more people
- Provide more jobs and income in rural areas
- Put presently unneeded land to better use
- Strengthen local business and tax base
- Stimulate community services and social institutions.

# *Recreation Enterprises* CAN BOOST FARM AND RANCH INCOME

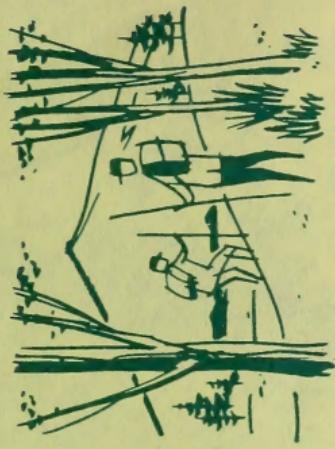


*for further help . . .*

There are opportunities for farmers and other landowners to provide the additional outdoor recreational facilities that are in growing demand. With well-planned, well-managed enterprises there is a good chance to make a profit.

Those who begin on a smaller scale, growing into a larger operation—based on experience—probably stand a better chance of success than those who develop swiftly on a large scale.

Extension workers can provide information to help farmers and other landowners explore the possibilities, determine feasibility, plan, and operate outdoor recreational enterprises.



Cooperative Extension Work:  
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